Iomega® Iomega Desktop Hard Drive eSATA/USB 2.0 250GB

Product Release Information – SKU# 33172

Key Messaging

With a true eSATA interface for the fastest speeds available, the Iomega Desktop Hard Drive eSATA/USB 2.0 offers a powerful, high-performance storage solution (**eSATA PCI Card included!**). It is the most advanced, speed-driven desktop storage solution available for those who work with professional-quality video applications or small server and network environments.

Performance Driven	• Faster than USB 2.0 or FireWire® 800! • Fast 7200 RPM for better performance • Upgrades your desktop computer with eSATA connectors
Extremely Fast	• eSATA connection is so fast it gives you the speed of an internal hard drive • Upgrade your computer to the NEW eSATA standards for the fastest speeds available
Versatile	• Space-saving design is 30% smaller than other external hard drives with a built-in stand to store the drive on its side • Stack multiple drives to easily add capacity
Secure	• Touch-free professional-level backup and disaster recovery for all your critical data with Iomega® Automatic Backup Pro • Just set it and forget it - effortlessly back up files on a scheduled or continuous basis
Reliable	• Compliant with the NEW eSATA standards

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PRI Date	10/12/05
Box Contents	• eSATA Desktop Hard Drive • eSATA PCI Card • eSATA Cable • USB 1.1/2.0 Cable • Power Cable • Quick Start Guide • Solutions CD with Software
Software Included	Iomega® Automatic Backup Pro
SKU/Part/Item Number	Americas: 33172
SKU Description	Desktop Hard Drive eSATA 250GB
Model Names	Full Name: Iomega® Desktop Hard Drive eSATA/USB 2.0 250GB Short Name: Iomega® Desktop Hard Drive
Description	Iomega® Desktop Hard Drive eSATA/USB 2.0 250GB
Classification	☐ Internal – inside the box, DC powered, desktop use ☒ External – outside the box, AC powered, desktop use. ☐ Portable – outside the box, AC powered needed to operate, can be easily carried and transported. ☐ Mobile – outside the box, host or battery powered, can be used on the road, carried and transported.{ AUTOTEXTLIST * FirstCap * MERGEFORMAT }
Product Family	Desktop Hard Drive
Replacement for SKU/PN	None

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OS Compatibility	• Microsoft® Windows® 2000/XP
Interface Compatibility	eSATA/USB 2.0
System Requirements	• P3-class processor or higher • Microsoft® Windows® 2000/XP • 128mb RAM (256mb or more recommended); must meet minimum requirements of operating system • Properly-configured USB 2.0 port for USB connection • PCI slot for the installation of the included eSATA PCI card • 200mb free disk space for software/driver installation • CD-ROM or DVD-ROM drive to install software and view user's manual • Microsoft Internet Explorer 5.0 or higher or Netscape® 6.1 or higher browser required to view user's manual
Technical Specifications	• eSATA transfer rate 1500 Mbits/s • USB 2.0 transfer rate 480 Mbits/s • Rotational speed 7200 RPM • Buffer size 2mb or greater
Unit Dimensions	7.75" L x 4.75" W x 1.6" H
Unit Weight	2.62 lbs.
Package Dimensions	9.3" x 3.9" x 10.375" (LxWxH)
Package Weight	4.44 lbs
Units per Master Pack	5
Master Pack Dimensions	21.15" x 9.94" x 11.37" (LxWxH)
Master Pack Weight	23.0 lbs
Master Packs per Layer	8
Layers per Pallet	4
Pallet Quantity	160 units
Pallet Dimensions	48" x 40" x 50"
Harmonization Code	8471.70.5065
Planned Launch Date (PLD)	02/01/06
Available to Order Date	02/01/06
Ad Embargo Date	01/15/06
MAP/SRP	See Iomega Price List for official pricing
Warranty	1 year
Country of Origin	Thailand

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Price Lists Inclusion	All
Product UPC Code	
Master Pack / Pallet UPC	1 0742709 33172 2
UPC Description (prints on register receipt)	IOM DHD SATA 250

Filename: pri_33172_esata_250gb_013106.doc
Directory: S:\Dept\Marketing\Leilani\Hard Drives\Desktop Hard Drives\eSATA Combo\Launch Kit
Template: C:\Documents and Settings\RothSterger\Application Data\Microsoft\Templates\Normal.dot
Title: Iomega® QuikTouch™ Video Burner
Subject:
Author: Lake Price
Keywords:
Comments:
Creation Date: 1/31/2006 8:19:00 AM
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Number of Characters: 3,090 (approx.)